



2019 Residential Time-of-Use Transition

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2019 TOU Transition Highlights

1

750,000

residential customers to be **transitioned** to three-period TOU Pricing Plan (TOU-DR1)



2

725,000

customer communications (email & direct mail) sent to date



3

25,000

customers visited **sdge.com/whenmatters** in January



4

1,100

customer calls to the Contact Center



5

2,364

customers have **enrolled early** in TOU



6

1,093

customers have **opted-out** of TOU





Transition Plan and Customer Journey

Approximately 750,000 residential customers will be transitioned to a new Time-of-Use pricing plan throughout 2019

What Can Customers Expect?



Educate customers about what this change means for them and why it is happening



Provide customers with tools and tips for being successful on their new plans



Support customers through their transition period by giving them choice and control over their energy use



Execution Timeline		2018	2019												2020								
		Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul		Aug
MD1	115K	90	60	30	X	BILL		V-bill				AC-W							AC-S				
MD2	115K		90	60	30	X	BILL		V-bill			AC-W							AC-S				
MD3	120K			90	60	30	X	BILL		V-bill		AC-W							AC-S				
MD4	50K				90	60	30	X	BILL		V-bill	AC-W							AC-S				
MD5	50K					90	60	30	X	BILL		V-bill							AC-S				
MD6	50K						90	60	30	X	BILL	AC-W	V-bill						AC-S				
MD7	50K							90	60	30	X	BILL		V-bill					AC-S				
MD8	50K								90	60	30	X	BILL		V-bill				AC-S				
MD9	75K									90	60	30	X	BILL		V-bill			AC-S				
MD10	75K										90	60	30	X	BILL		V-bill		AC-S				
MD11	9K											90	60	30	X	BILL		V-bill	AC-S				
MD12	9K												90	60	30	X	BILL		AC-W				
MD13	9K													90	60	30	X	BILL		V-bill			
MD14	9K														90	60	30	X	BILL		V-bill		
		Transition Cumulative Total				115K	230K	350K	400K	450K	500K	550K	600K	675K	750K	759K	768K	777K	786K				

Default TOU Complete
Business as Usual

Default TOU Complete
Business as Usual

Transition Excludes: CARE/FERA in the Hot Zone, Medical Baseline, and NEM 2.0 customers



2019 Direct Customer Touchpoints

Pre-Transition Reminder
(PD30)
and Insert

Awareness
Postcard
(PD90)

Welcome
Brochure

Summer Pricing
Mailer

Winter Pricing
Mailer

Pre-Transition

90 days
prior

60 days
prior

30 days
prior

Transition month

Post-Transition

After Care Communications

10 months
after
transition



Pre-Transition Notice with
Pricing Plan Comparison (PD60)
and Reply Card



Personalized Video



Bill Protection
Ending



Groups with additional support

1

CBO Outreach



- Community Roundtables
- Geographic targeting of events based on transition schedule
- Increase reach of CBO network with new non-profit partners

2

Extreme Non-Benefiters



- Outbound calls will be conducted in Q4 to most negatively impacted customers

3

NEM Customers



- Special versions for transition communications
- Exploring more robust aftercare experience

4

Orange County



- Exploring more custom transition experience for the region

5

Elected Officials



- Proactive TOU briefings (Feb 2019)
- What customers can expect, plan options and ad campaign samples



Media Relations Outreach Plan -- First half of 2019

- **February 21: Distribute press release to local outlets (Spanish, Chinese, Vietnamese) and post in the NewsCenter**
-- “SDG&E begins transitioning customers to Time-of-Use plans”
 - Interview set up between Rob Nikolewski/Union Tribune and Scott Crider, customer service VP on Feb. 20. Focus will be on customer engagement and education. Nikolewski has already covered “what” TOU is and how our plans work
- **March:**
 - TV morning show interviews
 - **Conduct NBC Consumer Bob interview spotlighting customer on TOU** (*A resident/retired teacher benefitting from his TOU plan has volunteered to provide testimonial*)
- **April/May: “Whendell at the Energy Innovation Center” media availability**
 - *Introduce Whendell at the EIC*
 - Highlight appliances with shift to save stickers on them as reminder for customers. Provide shift to save stickers at customer branch offices and the innovation center
 - Initiate paid/earned monthly advertorial series in community newspapers
- **June: Distribute press release to local outlets** - “Summer electricity prices in effect – keys to keeping your bill low”
 - TV morning show interviews - “Creative ways to keep your bill low this summer”
- **July: Distribute press release to local outlets** -- “Get to know your tiers”
 - Post FAQ to NewsCenter about summer savings



Re-launch of TOU Website

Navigation Buttons

Allow customers to jump to different parts of the page they are most interested in (instead of just scrolling)



Throughout California, customers are switching to Time-of-Use pricing plans. These plans give you more choice and control for managing your energy use. With these plans, prices will be lower all day except between the hours of 4 p.m. and 9 p.m. when prices are higher.

Use the information below to learn more about Time-of-Use plans and select the plan that best fits your household's needs.

SIGN UP NOW

HOW IT WORKS

PLANS

1-YR NO-RISK PRICING

BASELINE

VIDEOS

BE SUCCESSFUL

Check out the new page at www.sdge.com/whenmatters

In Multiple Languages

The whenmatters site is now available in English and Spanish. It will soon also be available in Vietnamese, and Chinese to ensure a customer-friendly experience.

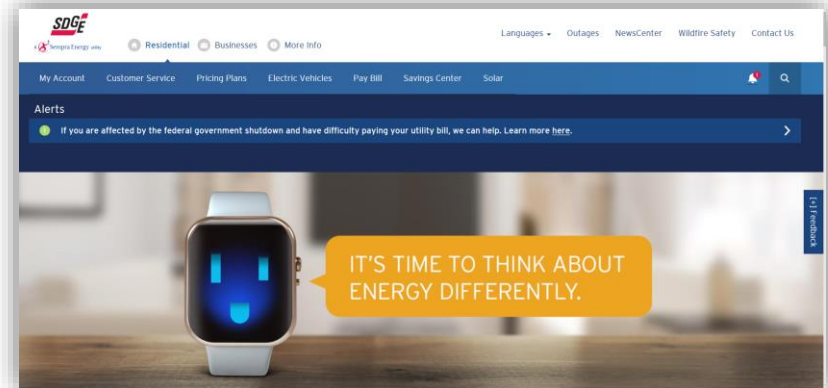
Be Successful

Outlines tips on common household items that use energy. Customers are able to click on the items that only apply to them.



Introducing Whendell

Whendell is now prominently displayed on the page.





Hi, I'm Whendell!

Introducing SDG&E's
spokesperson for Time-of-Use
electricity plans